



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF
THE ADMINISTRATOR

MEMORANDUM

SUBJECT: Request for Sole Source Purchase Award

FROM: Nancy Grantham, Acting Principal Deputy Associate Administrator
Office of Public Affairs

TO: Jessica Wilson, Contracting Officer
Headquarters Procurement Operations Division, PCSC/OAM (3803r)

DATE: December 7, 2017

This letter serves to justify the sole source purchase of services from Definers for media clip and war rooms media services.

Definers offers intensive, near live-time "war room" coverage of media stories for specific topics, events or announcements. They also provide access to a searchable database of EPA topics and issues while compiling news articles delivered by email daily.

The vendor has a customizable and proprietary Console which brings together cutting-edge technology and human analysis to provide real-time actionable intelligence based on the most relevant information. It allows organizations to have a holistic view of what is occurring in the public domain with regards to their organization and relevant sectors, both domestically and globally.

This service is vital to EPA's Office of Public Affairs to fully monitor and respond quickly to breaking media coverage. This service also directly supports the Administrator and other senior EPA officials by providing them with timely updates on media stories. I believe it is of the best value to the agency to pursue this contract.